

Potomac-Bethesda Rotary Club News

Rotary Club Calendar

October 1 - 6:30pm - Meeting - Normandie Farm

8pm Board of Directors Meeting

October 3 - Super Summit Day

Health, Hunger, Literacy and Water

8:30am to 12:30pm Breakfast Cost: \$20

See page 4 for more information. Register Online at Rotary7620.org

Holiday Inn Laurel-West 15101 Sweitzer Lane, Laurel, MD 20707

October 8 - 6:30pm - Meeting - Normandie Farm

Governor Paul Frey

District Governor's Official Club Visit

October 10 - Rotary Leadership Institute

First Baptist Church, 7040 Bowers Road, Frederick

Cost: \$95 - Register Online at rlinea.org

October 13 - 7pm Manna Food Center

at the new location:

9311 Gaither Road, Gaithersburg

October 15 - 6:30pm - Meeting - Normandie Farm

Hollis "Champ" Champlain, U.S. Army

Describing his experiences during his three tours in Iraq

October 22 - 6:30pm - Meeting - Normandie Farm

John Kneiss Director, Government Affairs

& U.S. Policy Services, Hart Energy Consulting:

"Politics and Technologies of Oil and Gas"

October 24 - 10:30am - Potomac Day

October 29 - 6:30pm - Meeting - Normandie Farm

November 5 - 6:30pm - Meeting - Normandie Farm

November 7 - Rotary Foundation Training Seminar

7:30am to 2:00pm

Holiday Inn Laurel-West 15101 Sweitzer Lane, Laurel, MD 20707

September 24 Meeting Featured Dr. Claude Surena, Petion-Ville Rotary Club, Haiti

By President Noel Howard; Photos by Steve Naron



Dr. Claude Surena's presentation was well attended, including several prominent members of the Haitian professional community and other guests. Those guests/visitors in attendance included: Potomac-Bethesda Rotary's First Lady, Gladys M. Howard, MSN, Chantal Perrier (Physicians Assistant), Dr. Ketty Philogene and Dr. Berthie Labissiere of the African Methodist Episcopal Church Service and

Development Agency (AME-SADA), Berner Lauredan, M.D., President, The Haitian League, Jean Michel Voltaire, Lawyer with the Department of Justice, and Juliana Hagembe, a 2007-08 Ambassadorial Scholar from Kenya, who has consented to give a presentation on her activities.



Dr. Surena presented a banner of his "Rotary Cub De Petion-Ville" to the undersigned and held the group's attention as he presented a robust list of projects in which his club is involved.

These include (all figures in U.S. dollars):



A. Community - Public Interest Projects:

1. **"Children's Christmas Celebration"** - Christmas Gift Distribution for disadvantaged children, scheduled for 20 December this year. It includes gifts and food)... \$2500.
2. **Gift Of Life Project:** Sponsors at least 2 patients (one with local sponsorship, another with international chapter sponsorship)...\$2000.
3. **Textbook Distribution** to over 2000 students attending public schools...\$9000.
4. **School Cafeteria Project (New)** Will assist "Communal School" to set up a "cafeteria" lunch program for most students, The Only Complete Meal of the day...\$18,000.
5. **Literacy Classes** For Over 100 Illiterate Adults...\$3000.



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7. **Health Fair:** Free General Medical Consultation To Around 1500 Indigent People--Held At Hopital de la Communauté Haitienne...\$13,788.



In closing, the above suggests that the Petion-Ville Rotary Club is better organized, experienced, and more effective than other third world clubs we've encountered by several orders of magnitude. This, along with the solid endorsement of Haitian Rotarian brother Ambassador Fritz Cineas and other factors strongly suggests we give serious consideration to assisting this club with a project--particularly the **School Cafeteria Project**. A Board Meeting is, tentatively, planned for this Thursday--at which the above will be a discussion item. Please weigh in with your opinion. Thanks.

Yours In Rotary Service,

Noel



B. International Action/Partnerships/Grants

1. **Matching Grant 63230:** Joint project between Pure Water for the World, Nashua Rotary Club and Petion-Ville Rotary Club with the objective of constructing and installing water purification systems for hundreds of schools throughout Haiti. Status: filter fabrication has started--funds just received from Rotary International.
2. **Matching Grant 67000:** Joint project between Rotary Clubs of Madison, Milford, Devon, Norwich, & New London Connecticut (District 7980) and the Petion-Ville Rotary Club to offer scholastic textbooks to municipal schools in Petion-Ville--over 30,000 books distributed to date. Status: Final Phase.

[Biggest Unfunded Need = A. 4 above]



Market Improvement

by Mindy Charski, *The Rotarian*, October 2009

Illustration by Dave Cutler

If you're not already on Facebook, you know people who are. Your kids, your college roommates, and your co-workers are constantly updating their status to let everyone know that right now, they're talking about themselves in the third person.

Likewise, you might not be using Twitter, but you've read about the celebrities who, no longer content to let the National Enquirer publish embarrassing details about their private lives, are doing it themselves. But before you dismiss social media as a colossal waste of time or the exclusive abode of narcissists, teenagers, and self-promoters, consider how these services could help your business reach new markets.

"We're seeing an increase in business, and we're establishing connections through nontraditional methods such as Facebook and Twitter that we never would have made," says Sam Howat, creative director at the Web design and development company Bluetux. His firm began using the two services in January and

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saw a 30 percent bump in inquiries in the first quarter of 2009 compared with the first quarter of 2008.

But before you send your first tweet on Twitter or update your status on LinkedIn or Facebook, consider what you can offer. "It's all about delivering content that someone actually wants to read," says Mark Riffey, past president of the Rotary Club of Columbia Falls, Montana, and president of a company called Rescue Marketing.

Greg Schinkel, a member of the Rotary Club of London, Ont., Canada, often uses tweets and status updates to promote new blog posts. As president of Unique Training and Development, a leadership training and consulting firm, he blogs about topics such as being an approachable leader or increasing your chances of a promotion. Two of his recent tweets: "I was inspired by a Salvation Army speaker this week. Leaders must give hope - see post at <http://www.leaderfeeder.com>" and "Just posted an article on whether your organization is better off stealing or growing star performers."

Schinkel uses social networking to build relationships and establish credibility. His goal is for readers to say, This guy knows a lot about leadership, and he has a very practical way of communicating it.

Breaches of etiquette - such as sending an automated direct message, called a DM, about a special offer when people sign on to receive your tweets - can quickly turn people off. "They're following you because they want to learn more about you or about what you do," Riffey says.

But blending professionalism with the Web's inherent informality can be a challenge, and striking the right tone can be even trickier if you're communicating with a diverse group. Photographer Val Mohny, a member of the Rotary Club of Edmonds, Wash., USA, uses Twitter and Facebook to send updates about what he's working on, such as editing photographs or shooting an assignment. He also uses Facebook to direct readers to new photos that he has uploaded to Flickr, an online photo-sharing service. His more than 400 "friends" on Facebook - who include family members and business contacts - span three generations. "I try

to take that into account," he says. "I'd like to be communicating well with the people I care about and have them feel included, or at least pique their interest once in a while." (To keep professional conversations on Facebook separate from personal ones, consider creating a page just for your business.)

Carefully managing your online presence is vital, because the viral power of social media can just as easily work against you. "An [inappropriate] tweet can get a lot of attention, and someone may decide to order from a competitor, or might decide you're not the expert," says Zoë O. van der Meulen, a member of the Rotary Club of Unadilla, New York. "It can hurt your reputation very quickly." Only a few people at the Unadilla Silo Company, a wood products manufacturing firm where van der Meulen serves as communications director, are authorized to send tweets on behalf of the company. That "helps keep it at the professional level," she says.

And while complaints posted on social networking sites by unhappy customers can be damaging, being plugged in keeps you on top of problems and allows you to demonstrate your good customer service publicly. "If you don't have anything to hide, and if you're willing to deal upfront with a situation that might not have come out perfectly, people are going to see that," Riffey says.

Keep in mind that social networking works differently from traditional marketing, so if you decide to dive in, be open to the possibilities. "You don't know how it can expand and connect you," Schinkel says. "You can't predict exactly how it's going to work."

To get the most out of it, Howat, a member of the Rotary Club of North Whidbey Island Sunrise, Washington, has this advice: "Social networking is never about you. It is about what you can do for other people," he says. "It's almost as if it's along the [lines of] Service Above Self."

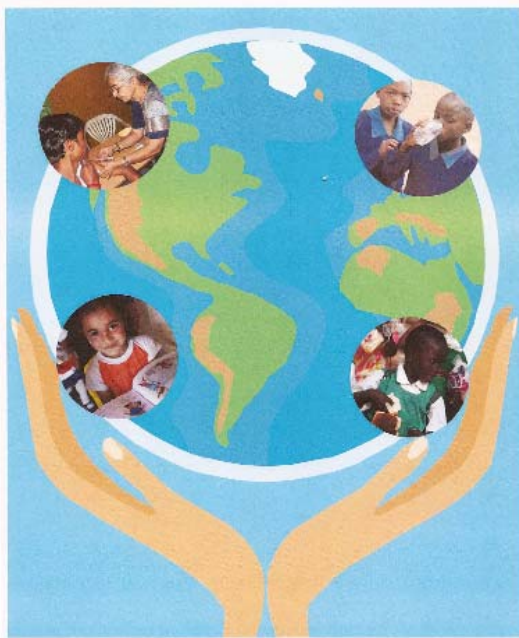


**Please send news articles and photos to
Bob.Nelson@NASA.gov
for inclusion in the newsletter**

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District 7620 Super Summit Saturday, October 3, 2009

*Showcase your club's
Service Projects*

See back page for more details & registration



You asked for it -

We're making it happen!

Only One Super Summit

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District 7620 Super Summit

Come join us to learn about the
needs and service opportunities regarding

Health, Hunger, Literacy & Water

**Keynote Speaker
Ambassador Denis Antoine**

Saturday, October 3, 2009

8:30 a.m. - 12:30 p.m.

Holiday Inn Laurel-West

15101 Sweitzer Lane

Laurel, Maryland 20707

Breakfast & Registration
7:30 - 8:30 a.m.

RSVP by Sept. 27, 2009
\$20.00 per person



Registration form on back page

Showcase

Your Club's Service Projects from
7:30-8:30 a.m. and from 12:30-1:00 p.m.

Enjoy
Fellowship,
Ideas, Fun &
Door Prizes

**50-25-25
Drawing**
Two Winners
(to benefit the Rotary
International Foundation)

*The Club with the Best
Attendance at the Summit
earns a Monetary Award!*

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Social Networking Expands Rotary Horizons

By Arnold R. Grahl RI News – 24 September 2009

Tim Mason and Karin Sköld became Facebook friends, then lead their clubs to form a twin relationship. Facebook has made his Rotary experience more international, says Mason. Photo courtesy Karin Sköld

Two Rotary clubs, in England and Sweden, have discovered the power of social networking to transform their Rotary experience.

Tim Mason, secretary of the Rotary Club of Swindon, Wiltshire, England, turned to Facebook for international fellowship. Limited by time and finances from traveling as much as he would like, he was encouraged by the prospect of making new friends in other countries and learning about their cultures.

Mason became Facebook friends with Karin Sköld, secretary of the Rotary Club of Degerfors, Sweden, whose club had discussed using the social network to reach young people and make new contacts.

"Some of our Rotarians were very suspicious about it at first," recalls Sköld. "Then one day I got a friend request from Tim Mason, and I felt very happy. Now the big adventure started: to get friends all over the world."

Mason's club had a twin club in the Netherlands more than a decade earlier, so he proposed the idea of forging a twin relationship between the Swindon and Degerfors clubs. The leaders of both clubs enthusiastically embraced the idea.

"Having a twin club encourages us to meet together and get to know each other," explains Mason. "It's more involved than just partnering together on a project. We want to build an ongoing relationship – get to know each other's cultures, how Rotary works for them."

Mason and two other members of his club visited the Degerfors club in August, and members of the Swindon club plan to attend the District 2340 Conference in November. Sköld says members of her club hope to visit Swindon next year.



The two clubs are also in the early stages of planning a Rotary Youth Exchange for soccer players (Degerfors is known for the sport and has a soccer museum), and they hope to partner on environmental projects as well as efforts to promote Rotary's campaign to eradicate polio.

In addition to finding a twin club, both Mason and Sköld have connected with many other Rotarians around the world through Facebook. Mason says the site holds vast opportunities for Rotarians to broaden their horizons.

"We now live in a global world," he says. "Sometimes you can get stuck in your own rut. Facebook really opens things up."

"It's given me a chance to meet lots of

Rotarians in other countries and learn what they are doing, and that makes Rotary so much more exciting to me," he adds.

"Social networking is real power, and it's important to use it in the right way," says Sköld. "It's fantastic to have a twin club and friends in Swindon. And it's fantastic to have friends in Argentina, Brazil, India, Egypt, Italy, and all over the world."

Mason says he encourages his contacts to become fans of Rotary on RI's official Facebook page.

Using Social Networking To Reach Youth

By Ryan Hyland RI News – 28 September 2009

Chuck Frazier, general coordinator of the Youth Services Resource Group. Rotary Images

Rotarians should embrace social networking tools as a means to connect with young people and promote youth programs, says Chuck Frazier, general coordinator of the Youth Services Resource Group.

"There has been a massive change in technology that better allows people to promote and market," says Frazier, a member of the Rotary Club of Emporia,



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Kansas, USA, and past governor of District 5710. "We're encouraging Rotarians to join social networks such as Facebook and Twitter to better connect with youth program participants.

"With social networking, members can share their experiences and the benefits of joining a youth program," Frazier adds. "Being a part of these programs is fun. We need to get that message out there."

Recognizing the importance of youth in Rotary's future, Past RI President Wilfrid J. Wilkinson appointed the Youth Services Resource Group in 2007-08. The group works to increase membership in Rotary's youth programs: Rotaract, Interact, Rotary Youth Leadership Awards (RYLA), and Rotary Youth Exchange.

Frazier says one of his group's goals has been to help build closer relationships between youth program participants and their sponsor club or district. The group also wants to get clubs and districts – and youth – involved with more than one program.

"Just like business, once you have a client who knows your product, you try to sell them more of your other products," he says. "You want to keep those clients. Stronger interaction will only make both stronger."

Frazier says he's been involved in Rotary's youth programs for decades. He hosted his first Youth Exchange student in 1981. His daughter is a former exchange student, and his son was a RYLA participant.

"I have a great deal of admiration and respect for these programs," he says. "I want to see all four programs grow. What we'd like to see happen, ultimately, is to keep them involved and keep involving them more."

Frazier says the Youth Services Resource Group works year round to promote the future of Rotary through the next generation of Rotarians.

"There are all kinds of possibilities if we just let current youth program participants know about other Rotary programs that are out there for them," he says. "With the technology available now, Rotarians and young people can more effectively spread the word about Rotary."

Thirty Years Ago Today

By Arnold R. Grahl, RI News, 29 September 2009

James L. Bomar, 1979-80 RI President, administers the first drops of vaccine to a Philippine child 29 September 1979, launching the Philippine poliomyelitis immunization effort that set the stage for Rotary's efforts to end polio. Rotary Images



On a sunny afternoon in September 1979, Rotarians and delegates of the Philippine Ministry of Health looked on as volunteers administered drops of the lifesaving Sabin polio vaccine to about 100 children in the Manila barrio of Guadalupe Viejo.

The date was 29 September, and when then-RI President James L.

Bomar Jr. put the first drops of vaccine into a child's mouth, ceremonially launching the Philippine poliomyelitis immunization effort, Rotary's first Health, Hunger and Humanity (3-H) Grant project was underway.

Hundreds of Philippine Rotarians and community members were on hand as Enrique M. Garcia, the country's minister of health, joined with Bomar to sign the contract committing Rotary International and the government of the Philippines to the joint five-year effort to immunize about six million children against polio in a US\$760,000 immunization drive.

The success of the project ultimately led to the Global Polio Eradication Initiative, of which Rotary is a spearheading partner, created in 1988 by a unanimous vote of the World Health Assembly. It also set the stage for Rotary's signature campaign to rid the world of polio.

On the 30th anniversary of the first 3-H grant, that campaign is moving forward as strongly as ever. Through the work of Rotary and its partners, the number of polio cases has been slashed by more than 99 percent. When Rotary began its eradication work, polio infected more than 350,000 children annually. In 2008, fewer than 2,000 cases were reported worldwide.

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